SFD NFS Client Regional Orientation and Rapid Market Assessment Tool

with Questionnaire

Uses:

- **Outreach – To educate and inform MSMEs about NFS and its services**
- **Outreach – To generate excitement and interest explaining how MSMEs can grow**
- **Market assessment – To collect information allowing <u>service needs to be assessed</u>**
    - **Should be used with the *Brief Client Survey tool***

A. Methodology

This basic methodology is designed to be administered centrally or through regional offices. This is a two-way program to enable the collection of market information and beneficiary services needs (rapid market assessment) simultaneous with the outreach objectives.

It is suggested the meeting be conducted by one or more SFD staff members who have been through meeting facilitation training (such as occurred for Entrepreneurship).

A-1. Orientation session objectives and process (for target beneficiaries) including the rapid assessment

- Acquaint regional target beneficiaries with an understanding of SFD's diverse services and how to utilize them. Invitees should include:
    - Targeted new SFD clients
    - Existing SFD clients
    - Recent university graduates and final year students interested in starting businesses
    - Potential BDS service providers (consultants, trainers, etc.)
    - Ministry of Youth services users
- Get core messages across to the attendees.
    - SFD facilitates and acts as a one-stop business support office to provide services directly or connect clients with business lending and BDS support.
    - Benefits of making use of multiple SFD services: PCM (life cycle) approach to integrated services, e.g., from OSS through micro finance to marketing assistance to small lending.

- Until now these services have largely been free but now, due to the economic and budgetary situation, some fees must be charged.

- Engage in positive public relations and image building for SFD in the community.
- Obtain feedback from attendees about what they do and their services needs.
  - Profile of attendee (demographic description)
  - Business development and support services past experience (if any) and future needs
  - Experience with SFD (if any)
  - Understanding what SFD can do for them

A-2. Reaching the target attendees

- Several methods are suggested below to reach the target beneficiaries/attendees. Note: the brief client survey should be handed out and collected during the orientation session to obtain information – including baseline information.

  Examples are for a meeting during May 2014 to attract youth:

  - Ministry of Youth**:** posted bulletins in regional centers, word of mouth from center staff to visitors.
  - SFD Regional Office**:** posted bulletins in regional offices, word of mouth to visitors, phone calls to exiting beneficiaries, bulletins posted in local training centers and universities, bulletins at governorate offices, calls to local BDS providers.
  - Social media – Facebook in particular.
  - Have promotional efforts visible not less than 7 – 10 days before the event.
  - Make sure all promotional efforts indicate who should attend, e.g., small business owners, final year students and recent graduates, multiple industry sectors (small production shops, agribusiness and food processing, trading, retail shops, business to business services, retail services)

A-3. Draft orientation – suggested meeting itinerary

- 8:30 – 9:00 Arrival (coffee and tea served)
- 9:00 – 9:10 Start and introduction to meeting objectives
- 9:10 – 9:25 Brief participant introductions
  - name, if in existing business or not, industry of interest

    - keep brief (20-30 seconds each) and stop those who are rambling on (this is to understand audience composition – take notes)
- 9:25 – 9:40 Introduction to SFD mission, objectives and way of working
- 9:40 – 10:40 Focus group session
    - Q-1 What do think the three main impediments to growing your business are – or what do you think they will be for those not yet in business? (See questionnaire section 2.1 for ideas if people don't know how to get started).
    - Use a flipchart to record each new impediment or business problem and note how many times each one is referenced by different people. (Stop after 20-25 minutes then proceed to Q-2.)
    - This is not about SFD, so stop anyone who insists on trying to criticize SFD for any reason.
    - Q-2 Now we will take the ten most commonly cited impediments to growth and focus on what you think needs to be done to correct these problems. (Stop after 20-25 minutes then summarize the conclusions.)
- 10:40 – 11:00 Coffee Break
- 11:00 – 11:20 Participants fill out the brief client survey questionnaire
- 11:20 – 12:30 Briefs on SFD service sectors – part 1 (25 minutes plus 10 minutes for questions each)
    - Business Development Services (35 minutes including questions)
    - Community and Human Development (35 minutes including questions, mention infrastructure but focus on human)
- 12:20 – 12:50 Light Lunch
- 12:50 – 1:50 Briefs on SFD service sectors – part 2 (25 minutes plus 10 minutes for questions each)
    - Micro Lending (35 minutes including questions)
    - Lending (35 minutes including questions)
- 1:50 Wrap-up and announcements about any further information sources for more information (SFD website, etc.)

A-4. Notes on draft orientation itinerary to improve meeting results

- It is structured in a way to keep people at the meeting until its end:
    - A coffee break and light lunch will be a draw to get people to attend.
    - The brief client questionnaire is to be filled out before lunch to make sure it is completed by all attendees.

- Lending, which is of highest interest to most target beneficiaries, is left for the final session just after the light lunch to help ensure people stay for the duration.
- The focus group has a topic which by design is not about SFD. This, in part, is to avoid people disrupting the session by simply venting and criticising SFD's efforts.
- The focus group will require careful facilitation, preferably by someone with meeting facilitation or moderation training/experience. Attendees must be kept from grandstanding (talking at length in a rhetorical manner) and stopped if this happens.